

Watch out: seniors are coming

- We lift '26e EBIT by 4% on a higher subscription base
- 30% '25e-'28e EBIT CAGR driven by Senior subscriptions...
- ...leading EV/EBIT to drop from 15x in '25e to 5.2x in '28e

Q3e: Revenue NOK 533m, EBIT NOK 62m

We forecast Q3 revenue of NOK 533m and EBIT of NOK 62m. Xplora has released strong subscription updates in Kids & Youth (particularly in August), with subscriptions reaching 443k at the end of Q3, 4% above our estimate. Premium subscriptions also surpassed 100k in August. Factoring this into our estimates, we lift '25e-'26e service revenue by 1-2%, which in turn lifts '25e EBIT by 1% and '26e by 4%. Otherwise, our device and Senior estimates are unchanged.

Positive first data point on Doro conversion rate

With ~1.5m Doro devices sold annually (~1m phones), converting Doro customers to Senior subscriptions is the key value driver. Doro Connect was successfully launched on the Swedish web store on 17 June, and is planned to be followed by the rest of the Nordics in Q3, and the UK, France, and Germany in Q4. In the first few weeks following the launch on the Swedish web store (web is ~10% of sales), the conversion rate was 13% on SIM-relevant devices. Given that 1/3 of Doro volumes go through the telco channel, a 13% conversion in other channels (web + retail) would imply a 9% conversion rate for phones only and 6% across all Doro devices. While this is a very early data point, the 6% conversion rate in the first weeks is promising, given 5-10% should be sufficient to drive strong double-digit earnings growth. We assume an 8% conversion rate from '27e (gradual ramp-up from 1% in '25e). Combined with modest growth in Kids & Youth, this gives an 11% revenue CAGR and a 30% EBIT CAGR for '25e-'28e, resulting in EV/EBIT dropping from 15x in '25e to 5.2x in '28e.

Fair value range of NOK 42-69/share

On our '25e-'26e, Xplora is trading at 15-11x EV/EBIT and 15-12x EV/EBITDA-capex. This is 30-10% below peers on EV/EBITDA-capex. Our DCF scenarios point to NOK 42-69/share.

Reason: Preview of results

Commissioned research

Not rated

IT

Estimate changes (%)

	2025e	2026e	2027e
Sales	0.3	0.6	0.5
EBIT	0.9	3.7	1.6
Source: ABG Sundal Collier			

XPLRA-NO/XPLRA NO

Share price (NOK)	8/10/2025	43.80
Fair value range		42.0-69.0

MCap (NOKm)	1,965
MCap (EURm)	169
No. of shares (m)	44.9
Free float (%)	44.0
Av. daily volume (k)	82

Next event Q3 Report 14 November 2025

Performance



Analyst(s): oystein.lodgaard@abgsc.no, +47 22 01 60 26 herman.caspersen@abgsc.no, +47 22 01 60 29

NOKm	2023	2024	2025e	2026e	2027e
Sales	689	813	1,877	2,007	2,265
EBITDA	34	72	217	247	308
EBITDA margin (%)	4.9	8.8	11.6	12.3	13.6
EBIT adj.	-23	12	153	193	255
EBIT adj. margin (%)	-3.3	1.5	8.1	9.6	11.3
Pretax profit	-30	-2	-26	111	174
EPS	-0.48	-0.13	-1.26	1.78	2.76
EPS adj.	0.44	0.72	-1.16	1.78	2.76
Sales growth (%)	37.3	18.0	130.7	6.9	12.9

	2025e	2026e	2027e
P/E (x)	nm	24.6	15.9
P/E adj. (x)	nm	24.6	15.9
P/BVPS (x)	5.60	5.38	4.17
EV/EBITDA (x)	10.4	8.7	6.4
EV/EBIT adj. (x)	14.8	11.1	7.7
EV/sales (x)	1.21	1.06	0.87
ROE adj. (%)	-14.5	19.1	22.8
Dividend yield (%)	0.0	0.0	0.0
FCF yield (%)	-23.0	6.7	8.9
Le. adj. FCF yld. (%)	-23.0	6.7	8.9
Net IB debt/EBITDA (x)	1.7	0.9	0.2
Le. adj. ND/EBITDA (x)	1.4	0.7	0.0

Company description

Xplora is a leading provider of kids' smartwatches and sold 457k watches in 2023. The watches enable parents to contact and track their children and are restricted to only showing child-friendly content. The company bundles their smartwatches with mobile subscriptions and premium services, ensuring recurring service revenues in addition to device sales. As of Q3'24 it had 326k subscriptions, and the service segment accounted for 58% of total LTM gross profit in Q2'24. It has established itself as the leading kid's smartwatch player in Europe, with 20% market penetration in Norway and 8% in the Nordics overall. The company will also start to offer senior watches and youth smartphones, with expected product launches in Q4'24 and H2'25, respectively.

Sustainability information

Risks

The global market has numerous international competitors. With low barriers to entry, there are few hindrances that shield Xplora's product proposition from being replicated. This could lead to loss in market share, reduced revenues, pressure on margins, loss of personnel, etc. User preferences change over time, and there is a risk that Xplora will not be able to adapt its offering to meet changing preferences. Xplora is constantly seeking to develop new products, and R&D failures may occur. The company's subscription churn is 30-40% annually. If Xplora fails to replace the loss in customers, stability in revenue flow would decrease. Xplora has a large digital platform and could thus be subject to hacking, which could damage the company's reputation.

Building a Doro subscription business

Today, Doro is a pure hardware company, selling (mostly) senior phones with zero recurring subscription revenue. But for a consumer electronics company, its gross margin is still quite good at ~45%. For Xplora, the strategic rationale behind the acquisition of Doro is to replicate the success that Xplora has had in building up a large base of recurring subscription revenue related to its sale of kids' smartwatches. Xplora now aims to do the same with Doro. A SIM card will be pre-installed in all Doro phones (at least those sold outside the telco channel), and Xplora will then offer all customers that buy a Doro phone the chance to opt for a moderately priced subscription plan with Doro (instead of going through a traditional telco). Xplora has stated that it will pre-install SIM cards in Doro phones, starting in selected markets in Q2/Q3. Doro subscriptions was successfully launched in Sweden in June, and it plans to enter the rest of the Nordics in Q3, followed by the UK, France, and Germany in Q4.

In Xplora's kids' smartwatches business, we estimate that it has a conversion rate (gross new subscriptions per watches sold) of 26%. We think the conversion rate for Doro is likely to be lower, given that elderly people (as opposed to kids) already have an existing phone subscription. However, there are some arguments both for and against a high conversion rate. On one hand, most seniors already have a subscription with a telco, and it may be convenient to just keep that subscription plan when buying a new phone. Additionally, the senior segment tends to be among the most loyal telco customers, and many have been loyal customers of their country's incumbent operator (e.g., Telenor in Norway and Telia in Sweden) their entire life. On the other hand, it is not necessarily the seniors themselves that actually purchase the phones and choose the subscription plan. In many cases, it may be a child or grandchild that buys the phone on behalf of their parent/grandparent. That person may be more open to opt for a new subscription plan if the price is low and/or it comes with a discount on the phone itself. Additionally, the subscriptions will have a modest price that should be very competitive compared to most other telcos in most markets. Our calculations show that only reaching as little as a 5-10% conversion rate would be sufficient to drive strong double-digit earnings growth. We model an 8% conversion rate from '27e (gradual ramp-up until then).

Our key assumptions and estimates for Doro are summarised in the following table:

Key estimates - Doro

Key estimates - Doro																
NOKm	Q1'24	Q2'24	Q3'24	Q4'24	Q1'25		Q3'25e		2021	2022	2023	2024	2025e	2026e	2027e	2028e
Units sold ('000)					274 718	309 739	351 739	378 739					1,311 734	1,344 718	1,344 718	1,344 718
ASP (NOK/watch) Device revenue					229	248	259	739 279					1,016	964	964	964
Device revenue					223	240	233	219					1,010	304	304	304
Conversion rate					0%	0%	0%	2%					1%	5%	8%	8%
Churn					0%	0%	-5%	-5%					-10%	-20%	-20%	-20%
Gross new adds					0	0	1	9					10	67	107	107
Churn					0	0	0	0					0	- 5	-21	-37
Net new adds					0	0	1	9					10	61	87	71
# of subscribers					0	0	1	10					10	72	159	229
ARPU (NOK/month)					Ö	160	160	159					80	157	154	151
Subscription revenue					Ō	0	1	3					4	65	212	350
•																
Total revenue	197	208	224	269	229	248	260	282			969	898	1,019	1,030	1,176	1,314
Gross margin	42%	45%	50%	46%	53%	46%	45%	45%			40%	46%	47%	46%	48%	50%
Gross profit	83	93	112	125	122	115	117	127			388	413	482	478	562	652
# of FTE's	115	112	108	108	108	108	108	108			115	108	108	108	108	108
Cost/FTE	-0.6	-0.6	-0.7	-0.7	-1.0	-0.9	-0.7	-0.8			-2.3	-2.7	-3.3	-3.4	-3.5	-3.6
Personell exenses	-27	-28	-27	-28	-40	-38	-28	-30			-102	-110	-136	-139	-144	-148
Other opex	-44	-45	-44	-46	-65	-61	-45	-52			-166	-179	-223	-231	-238	-245
EBITDA	12	21	42	50 19%	17	16	44	46			120	124	122	108	181	259
EBITDA margin	6%	10%	19%	19%	7%	7%	17%	16%			12%	14%	12%	10%	15%	20%
D&A	-9	-8	-10	-9	-12	-6	-6	-6			-52	-36	-31	-25	-25	-25
EBIT	3	13	31	42	5	10	37	39			68	88	92	83	156	234
Tax	-1	-3	-7	-9	-1	- 2	-8	- 9			-15	-19	-20	-18	-34	- 51
Net profit	2	10	24	32	4	8	29	31			53	69	71	65	122	183
Minority share					10.4%	10.4%	10.4%	10.4%					10.4%	10.4%	10.4%	10.4%
Net profit to minority shareholders					0	1	3	3					7	7	13	19

Estimate changes

Xplora pre-announced 443k subscriptions in the Kids & Youth segment at the end of Q3, which was 4% above our previous estimate of 425k. This implies a strong Connectivity conversion rate of near 30%, and Premium subscriptions also surpassed 100k in August. We thus factor this into our estimates (but do not fully extrapolate the strong conversion rate into future quarters), which lifts '25e-'27e service revenue by 1-2%. This is partly offset, as we also increase '25e-'27e other opex by 1%, being slightly more cautious on sales & marketing. As a result, we lift '25e EBIT by 1% and '26e-'27e by 4-2%.

Estimate changes

P&L		2025e			2026e			2027e	
NOKm	Old	New	Chg	Old	New	Chg.	Old	New	Chg.
Device revenue	1,516	1,516	0%	1,524	1,526	0%	1,597	1,600	0%
Service revenue	356	361	1%	470	482	2%	657	665	1%
Total revenue	1,872	1,877	0%	1,994	2,007	1%	2,254	2,265	0%
COGS	- 941	-942	0%	-1,008	-1,010	0%	-1,134	-1,137	0%
Gross profit	930	935	0%	986	997	1%	1,120	1,128	1%
Personnel expenses	-288	-288	0%	-316	-316	0%	-349	-349	0%
Other opex	-427	-430	1%	-430	-434	1%	-467	-471	1%
EBITDA	216	217	1%	240	247	3%	304	308	1%
Ordinary D&A	-60	-60	0%	-53	-53	0%	-53	-53	0%
EBITA	156	157	1%	186	193	4%	251	255	2%
M&A amortisations	-5	- 5	0%	0	0	n.a.	0	0	n.a.
EBIT	151	153	1%	186	193	4%	251	255	2%
Net financials	-179	-179	0%	-83	- 82	0%	-81	-81	0%
Pre-tax profit	-28	-26	-5%	104	111	7%	170	174	2%
Taxes	-21	-22	1%	-23	-24	7%	-37	-38	2%
Net profit	-57	-56	-2%	74	80	7%	120	123	3%
EPS	-1.28	-1.26	-2%	1.66	1.78	7%	2.69	2.76	3%
V. C.		0005			0000			0007	
Key figures	Old	2025e	Ob at	Old	2026e	Ob	Old	2027e	Oh
NOKm Devices sold ('000)	1,851	New 1,851	Chg 0%	1,855	New 1,855	Chg.	Old	New 1,904	Chg. 0%
	819	819	0% 0%	822	822	0% 0%	1,902 839	1,904 840	0%
ASP (NOK)						0% 0%			0% 0%
Device revenue	1,516 <i>185%</i>	1,516	0%	1,524 <i>1%</i>	1,526 <i>1%</i>		1,597 5%	1,600 5%	
Growth y-o-y	185%	185%	-0.1pp	1%	1%	0.1pp	5%	5%	0.1pp
Subscriptions ('000)	461	478	4%	577	588	2%	717	724	1%
ARPU (NOK/month)	75	75	0%	78	78	0%	87	87	0%
Service revenue	356	361	1%	470	482	2%	657	665	1%
Growth y-o-y	27%	29%	1.9pp	32%	33%	1.3pp	40%	38%	-1.7pp
5 "	4000/	4040/	0.0	70/	70/	0.4	400/	4007	0.0
Revenue growth y-o-y	130%	131%	0.6pp	7%	7%	0.4pp	13%	13%	-0.2pp
Gross margin	50%	50%	0.1pp	49%	50%	0.2pp	50%	50%	0.1pp
EBITDA margin	11.5%	11.6%	0.0pp	12.0%	12.3%	0.3pp	13.5%	13.6%	0.1pp
EBITA margin	8%	8%	0.1pp	9%	10%	0.3pp	11%	11%	0.1pp
Cash flow from operations	94	96	1%	185	192	4%	234	238	2%
Capex	-61	-61	0%	-61	-61	0%	-63	-63	0%
Free cash flow excl. M&A	33	35	4%	124	131	6%	171	175	2%
							0	0	
Net debt	314	313	0%	191	182	-4%	20	8	-62%

Source: ABG Sundal Collier

Estimates

Profit and loss estimates

Profit and loss NOKm	Q1'24	Q2'24	Q3'24	Q4'24	Q1'25	02'25	Q3'25e	O4'25e	2021	2022	2023	2024	2025e	2026e	2027e	2028e
Device revenue	56	129	182	166	259	381	435	441	340	347	479	533	1,516	1.526	1.600	1.734
Recurring service revenues	63	66	75	77	80	82	98	101	92	155	210	281	361	482	665	855
Revenues	119	195	257	243	339	463	533	542	431	502	689	813	1,877	2,007	2,265	2,589
Revenue growth (y-o-y)	24%	2%	35%	15%	185%	138%	107%	123%	115%	16%	37%	18%	131%	7%	13%	14%
Cost of goods sold	-50	-98	-132	-127	-148	-232	-280	-282	-235	-268	-357	-408	-942	-1,010	-1,137	-1,297
Gross Profit	69	96	125	116	191	231	253	260	196	234	332	406	935	997	1,128	1,292
Gross Margin	58%	49%	49%	48%	56%	50%	47%	48%	45%	47%	48%	50%	50%	50%	50%	50%
Personell expenses	-27	-31	-38	-32	- 67	-74	- 72	- 74	-72	- 86	-113	-128	-288	-316	-349	-393
Other opex	-40	-48	-56	-61	-106	-104	-106	-114	-104	-185	-185	-206	-430	-434	-471	-514
EBITDA	2	17	30	23	18	53	75	72	19	-37	34	72	217	247	308	386
EBITDA margin	1%	9%	12%	9%	5%	11%	14%	13%	4%	-7%	5%	9%	12%	12%	14%	15%
Ordinary D&A	-5	-5	-6	-6	-20	-13	-13	-13	- 6	-10	-16	-22	-60	-53	-53	-53
EBITA	-4	12	25	17	-2	39	62	58	13	-46	17	50	157	193	255	332
EBITA margin	-3%	6%	10%	7%	-1%	9%	12%	11%	3%	-9%	3%	6%	8%	10%	11%	13%
PPA/Goodwill amortizations	- 9	-9	-9	-9	- 5	0	0	0	-28	- 41	-40	-38	- 5	0	0	0
EBIT	-13	2	15	8	-7	39	62	58	-15	-88	-23	12	153	193	255	332
EBIT Margin	-11%	1%	6%	3%	-2%	9%	12%	11%	-3%	-17%	-3%	1%	8%	10%	11%	13%
Net Financial Items	- 4	-4	- 2	-5	- 77	-61	- 21	-21	0	0	- 7	-15	-179	- 82	- 81	- 79
Pre-tax profit	-17	-2	13	3	-83	-21	41	37	-14	-88	-30	-2	-26	111	174	253
Tax	0	0	0	-4	0	-4	-9	-8	0	11	8	-4	-22	-24	-38	-56
Minorities	0	0	0	0	-1	-1	-3	-3	0	0	0	0	-8	-7	-13	-19
Net profit to shareholders	-17	-2	13	0	-85	-26	29	26	-14	-77	-21	-6	-56	80	123	178
EPS reported									-0.36	-1.86	-0.50	-0.13	-1.26	1.78	2.76	4.00
EPS (fully diluted)									-0.36	-1.86	-0.50	-0.13	-1.26	1.78	2.76	4.00
EPS adj for PPA amortizations									0.34	-0.87	0.44	0.72	-1.16	1.78	2.76	4.00

Source: ABG Sundal Collier, company data

Balance sheet estimates

Balance sheet																
NOKm	Q1'24	Q2'24	Q3'24	Q4'24	Q1'25	Q2'25	Q3'25e	Q4'25e	2021	2022	2023	2024	2025e	2026e	2027e	2028e
Intangible assets	207	197	189	179	819	832	834	835	249	237	218	179	835	843	853	865
Tangible assets	1	1	1	1	26	23	23	23	1	2	1	1	23	23	23	23
Other long-term receivables	5	5	5	6	35	31	22	13	0	4	7	6	13	8	6	6
Non-current assets	214	204	196	185	926	933	926	919	250	243	226	185	919	922	929	942
Inventory	105	104	80	81	242	321	299	262	82	96	108	81	262	249	230	211
Receivables	109	103	106	77	222	282	260	223	104	118	75	77	223	209	191	172
Cash	120	126	177	235	545	530	614	724	140	50	137	235	724	855	1,030	1,252
Current assets	333	333	363	393	1,009	1,133	1,174	1,210	326	265	321	393	1,210	1,313	1,450	1,635
Total assets	547	537	558	578	1,935	2,066	2,100	2,129	577	508	547	578	2,129	2,234	2,379	2,576
Equity	328	327	346	349	366	348	334	363	401	351	338	349	363	469	613	811
Long-term debt	103	79	66	90	982	1,037	1,037	1,037	30	38	70	90	1,037	1,037	1,037	1,037
Other non-current liabilities	0	0	0	0	104	106	106	106	0	0	0	0	106	106	106	106
Trade payables	54	63	65	49	0	0	0	0	36	41	47	49	0	0	0	0
Other current liabilities	62	67	82	90	483	574	574	574	110	78	92	90	574	574	574	574
Total equity and liabilities	547	537	558	578	1,935	2,066	2,100	2,129	577	508	547	578	2,129	2,234	2,379	2,576
Net debt (NOKm)	Q1'24	Q2'24	Q3'24	Q4'24	Q1'25	Q2'25	Q3'25e	Q4'25e	2021	2022	2023	2024	2025e	2026e	2027e	2028e
Interest bearing debt	103	79	66	90	982	1,037	1,037	1,037	30	38	70	90	1,037	1,037	1,037	1,037
Cash	120	126	177	235	545	530	614	724	140	50	137	235	724	855	1,030	1,252
Net debt (net cash)	-16	-47	-111	-146	438	507	423	313	-110	-12	-68	-146	313	182	8	-215

Cash flow estimates

Cash flow																
NOKm	Q1'24	Q2'24	Q3'24	Q4'24	Q1'25	Q2'25	Q3'25e	Q4'25e	2021	2022	2023	2024	2025e	2026e	2027e	2028e
Result before taxes	-17	-2	13	3	-83	-21	41	37	-18	-93	-25	- 2	-26	111	174	253
Paid tax	0	0	0	0	0	0	0	0	0	0	0	0	0	0	- 27	-56
D&A	15	15	15	15	24	13	13	13	35	51	57	60	64	53	53	53
Changes in provisions	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Change in Working Capital	-45	22	42	21	-16	-43	43	74	-45	-15	30	41	58	28	38	38
Cash Flow From Operations	-48	36	70	40	-75	-51	97	125	-28	-57	62	98	96	192	238	288
Acquisitions	0	0	0	0	-484	0	0	0	-77	- 20	0	0	-484	0	0	0
Capitalized assets	-3	-5	-7	-5	-16	-15	-15	-15	-12	-38	-24	-20	-61	-61	-63	-66
Cash Flow Investing Activities	-3	-5	-7	-5	-500	-15	-15	-15	-89	-58	-24	-20	-545	-61	-63	-66
Free cash flow	-51	31	64	34	-576	-66	82	110	-117	-115	38	78	-449	131	175	223
Free cash flow excl. M&A	-51	31	64	34	-91	-66	82	110	-40	- 95	38	78	35	131	175	223
Change in debt	33	-24	-13	24	893	55	0	0	-9	9	32	20	948	0	0	0
New shares issued	0	0	0	0	-7	- 2	0	0	147	16	18	0	-10	0	0	0
Dividends	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Cash Flow Financing Activities	33	-24	-13	24	885	53	0	0	139	25	50	20	938	0	0	0
Cash at beginning of period	137	120	126	177	235	545	532	614	118	140	50	137	235	724	855	1,030
Net change in cash	-18	7	50	58	310	-13	82	110	22	-89	87	98	489	131	175	223
FX effect on cash	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Cash at end of period	120	126	177	235	545	532	614	724	140	50	137	235	724	855	1,030	1,252

Source: ABG Sundal Collier, company data

Key assumptions

Key assumptions - Device sales

Key assumptions																
Device revenue (NOKm)	Q1'24	Q2'24	Q3'24	Q4'24	Q1'25	Q2'25	Q3'25e	Q4'25e	2021	2022	2023	2024	2025e	2026e	2027e	2028e
Kids	54	117	163	167	30	122	155	159	395	417	467	501	465	492	516	542
Youth							1	2					3	20	44	97
Doro	0	0	0	0	319	335	351	378	0	0	0	0	1,382	1,344	1,344	1,344
Devices sold ('000)	54	117	163	167	349	456	507	538	395	417	467	501	1,851	1,855	1,904	1,983
Growth, y-o-y	-23%	-8%	30%	15%	546%	290%	211%	222%	83%	6%	12%	7%	269%	0%	3%	4%
ASP																
Kids	1,039	1,102	1,116	993	1,000	1,102	1,116	993	860	831	1,021	1,063	1,063	1,060	1,060	1,060
Youth							2,000	2,000					2,000	2,000	2,000	2,000
Doro	0	0	0	0	718	739	739	739					734	718	718	718
ASP (NOK/watch)	1,039	1,102	1,116	993	742	836	857	818	860	831	1,021	1,063	819	822	840	874
ASP change, y-o-y	45%	-1%	4%	-5%	-29%	-24%	-23%	-18%	0%	0%	23%	4%	-23%	0%	2%	4%
Device revenue																
Kids	56	129	182	166	30	134	173	158	340	347	477	533	495	521	547	574
Youth							3	4					6	40	89	195
Doro	0	0	0	0	229	247	259	279	0	0	0	0	1,015	964	964	964
Device revenue	56	129	182	166	259	381	435	441	340	347	477	533	1,516	1,526	1,600	1,734
Device revenue growth (y-o-y)	12%	-8%	36%	10%	362%	196%	139%	166%	78%	2%	37%	12%	185%	1%	5%	8%

Key assumptions - Subscribers

Key assumptions																
Key assumptions Subscribers ('000)	Q1'24	Q2'24	Q3'24	Q4'24	Q1'25	02'25	Q3'25c	Q4'25e	2021	2022	2023	2024	2025e	2026e	2027e	2028e
Subscriber conversion rate	Q1 24	WZ 24	QJ 24	Q4 24	Q 1 23	لاک کا	QJ 208	Q4 208	2021	2022	2023	2024	20208	20208	20216	20206
	200/	2.40/	240/	220/	600/	200/	200/	220/	100/	100/	220/	260/	200/	250/	250/	250/
Kids connectivity	28% 4%	34% 8%	24% 11%	22% 12%	68% 29%	29% 15%	29% 15%	22% 10%	19%	18%	23% 10%	26% 10%	29% 14%	25% 10%	25% 10%	25% 10%
Kids premium																
Kids rev. share (B2B)	2%	2%	5%	2%	6%	5%	5%	5%			2%	3%	5%	5%	5%	5%
Service fee	1%	1%	1%	1%	5%	2%	3%	3%				1%	3%	1%	1%	1%
Total kids	35%	45%	40%	37%	108%	51%	52%	40%	19%	18%	34%	40%	51%	42%	42%	42%
Youth							50%	43%					46%	48%	48%	48%
Doro			0%	0%	0%	0%	0%	2%	0%	0%	0%	0%	1%	5%	8%	8%
Subscriber conversion rate	35%	44%	40%	37%	9%	14%	16%	14%	19%	18%	34%	40%	14%	15%	18%	19%
Gross subscriber growth																
Kids Connectivity	15	39	38	37	21	35	45	35	74	77	106	129	136	125	131	138
Kids Premium	2	9	18	20	9	18	23	16			45	50	66	49	52	54
Kids rev. share (B2B)	1	3	8	3	2	7	8	8			7	14	24	25	26	27
Service fee	1	1	2	1	1	2	5	5			1	5	13	5	6	6
	-						_	-				-		_	-	
Total Kids	19	52	66	61	33	62	81	63	74	77	159	198	239	204	214	225
Youth							1	1					1	10	21	46
Doro	0	0	0	0	0	0	1	9				0	10	67	107	107
External				0	0	0	0	0				0	0	0	0	0
Gross subscriber growth	19	52	66	61	33	62	83	73	74	76	159	198	251	281	343	379
Churn																
Kids	-8%	-10%	-7%	-9%	-9%	-8%	-8%	-9%	-31%	-32%	-33%	-35%	-34%	-35%	-36%	-36%
Youth	-0 /0	-10 /0	-1 /0	-5 /0	0%	0%	-8%	-8%	-5176	- 32 /0	-33 /6	-33 /6	-34 % -16%	-32%	-32%	-32%
Doro					0%	0%	-5%	-5%					-10%	-20%	-20%	-20%
External					0%	0%	-7%	-7%					-14%	-28%	-28%	-28%
Total churn	-21	-26	-21	-29	-33	-27	-31	-39	-28	-48	-61	-97	-130	-165	-187	-205
Churn (%)	-8%	-10%	-7%	-9%	-9%	-8%	-8%	-9%	-31%	-32%	-38%	-35%	-34%	-33%	-30%	-27%
Net subscriber growth																
Kids connectivity	- 2	19	22	15	-3	16	23	9	46	34	48	53	45	19	16	17
Kids premium	-2	5	15	15	2	12	16	7		٠.	42	33	37	10	8	8
Kids rev. share (B2B)	1	2	7	1	0	5	6	5			7	11	16	11	8	7
	1		1	1	1	2	4	4			1	4	11	0	0	0
Service fee		1							40			-				
Total kids	-2	27	45	32	0	35	49	24	46	34	98	101	109	40	32	33
Youth							1	1					1	9	16	34
Senior				0	0	0	0	0				0	0	0	0	0
Doro				0	0	0	1	9				0	10	61	87	71
External				0	0	0	0	0				0	0	0	0	0
Net subscriber growth	-2	27	45	32	0	35	51	34	46	34	98	101	120	110	135	138
Number of subscribers																
Kids connectivity	203	221	243	258	255	271	294	303	123	157	205	258	303	322	337	355
Kids premium	40	45	60	75	77	89	105	112		,	42	75	112	122	130	138
Kids rev. share (B2B)	10	12	19	20	20	25	31	36			9	20	36	47	56	63
Service fee	10	3	4	5	6	8	12	16			1	5	16	16	16	16
Total kids	255	281	326	358	358	393	442	467	123	157	257	358	467	506	539	571
Youth							1	1					1	10	26	61
				0	0	0	1	10				0	10	72	159	229
Doro																
External				0	0	0	0	0				0	0	0	0	0
Total number of subscribers	255	281	326	358	358	393	444	478	123	157	257	358	478	588	724	861
Growth, y-o-y	59%	50%	44%	39%	40%	40%	36%	34%	60%	28%	64%	39%	34%	23%	23%	19%

Key assumptions - Recurring service revenue

Key assumptions																
Recurring service revenue	Q1'24	Q2'24	Q3'24	Q4'24	Q1'25	Q2'25	Q3'25e	Q4'25e	2021	2022	2023	2024	2025e	2026e	2027e	2028e
ARPU																
Kids connectivity	96	96	99	92	92	91	100	93	79	95	97	96	94	94	93	92
Kids premium	24	24	24	24	24	24	24	24			18	24	24	24	24	24
Kids B2B (rev. share)	35	35	35	35	35	35	35	35			18	35	35	35	35	35
Service fee	79	79	79	79	79	79	79	79			20	79	79	79	79	79
Youth				0	110	110	110	110					55	110	110	110
Doro				0	0	160	160	159					80	157	154	151
External																
ARPU (NOK/month)	82	82	83	75	74	72	78	73	93	95	91	80	75	78	87	92
Recurring revenue																
Kids connectivity	58	61	69	69	71	72	85	84	91	155	203	257	311	345	360	375
Kids premium	3	3	4	5	5	6	7	8			5	15	26	32	35	37
Kids B2B (rev. share)	1	1	2	2	2	2	3	4			1	6	11	17	21	24
Service fee	0	0	1	1	1	2	2	3				3	9	15	15	15
Youth							0	0					1	7	23	55
Doro					0	0	1	3					4	65	212	350
External					0	0	0	0					0	0	0	0
Recurring revenues	63	66	75	77	80	82	98	101	91	155	210	281	361	482	665	855
Recurring revenue growth y-o-y	39%	33%	36%	28%	27%	25%	30%	32%	1668%	71%	36%	33%	29%	33%	38%	29%
Recurring revenue share	53%	34%	29%	32%	24%	18%	18%	19%	21%	31%	31%	35%	19%	24%	29%	33%

Source: ABG Sundal Collier, company data

Key assumptions - Profitability

Key assumptions																
Profitability	Q1'24	Q2'24	Q3'24	Q4'24	Q1'25	Q2'25	Q3'25e	Q4'25e	2021	2022	2023	2024	2025e	2026e	2027e	2028e
Gross margin hardware	29%	32%	34%	31%	32%	32%	32%	32%	37%	31%	32%	32%	32%	32%	32%	32%
Gross margin Doro hardware	42%	45%	50%	46%	53%	46%	45%	45%					47%	45%	44%	44%
Gross margin services	84%	83%	83%	83%	83%	83%	83%	82%	58%	83%	83%	83%	83%	80%	76%	73%
Gross margin Doro services						65%	65%	65%					65%	65%	65%	65%
Gross margin	58%	49%	49%	48%	56%	50%	47%	48%	45%	47%	48%	50%	50%	50%	50%	50%
Number of employees	107	108	100	100	206	216	219	223	90	139	111	100	223	237	251	267
Number of employees Average # of employees	107 109	108 108	100 104	100 100		216 211	219 218	223 221	90 71	139 121	111 121	100 105	223 201	237 229	251 242	267 259
Average # of employees	109	108	104	100	153	211	218	221	71	121	121	105	201	229	242	259

Valuation

Valuation on ABGSC estimates

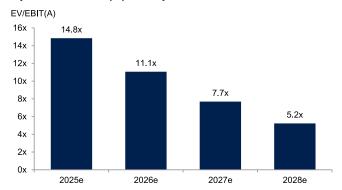
Valuation on ABGSCe

Valuation				
Valuation multiples (ABGSCe)	2025e	2026e	2027e	2028e
EV/Sales	1.2x	1.1x	0.9x	0.7x
EV/Gross profit	2.4x	2.1x	1.7x	1.3x
EV/EBITDA	10.4x	8.7x	6.4x	4.5x
EV/EBIT(A)	14.8x	11.1x	7.7x	5.2x
EV/EBITDA-capex	14.5x	11.5x	8.0x	5.4x
P/E	n/a	24.6x	15.9x	11.0x
P/E adjusted*	n/a	24.6x	15.9x	11.0x
FCF yield	2%	6%	9%	13%
Market cap	1,954	1,954	1,954	1,954
Net debt	313	182	8	-215
EV	2,267	2,136	1,962	1,739
ABGSC estimates (NOKm)	2025e	2026e	2027e	2028e
Sales	1,877	2,007	2,265	2,589
Sales growth	131%	7%	13%	14%
Gross profit	935	997	1,128	1,292
Gross margin	50%	50%	50%	50%
EBITDA	217	247	308	386
EBITDA margin	12%	12%	14%	15%
EBITA	157	193	255	332
EBIT	153	193	255	332
EPS	-1.26	1.78	2.76	4.00
EPS adjusted*	-1.16	1.78	2.76	4.00
Capex	-61	-61	-63	-66
FCF	35	131	175	223
0 4000 110 "				

Source: ABG Sundal Collier

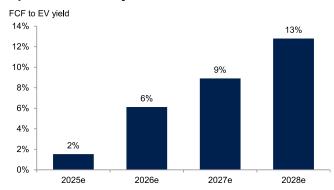
Footnote: *Adjusted for PPA amortisations.

Xplora EV/EBIT(A) multiples on ABGSCe



Source: ABG Sundal Collier

Xplora FCF to EV yields on ABGSCe



Source: ABG Sundal Collier

Our DCF valuation points to NOK 42-69/share

Our DCF valuation returns a fair value range of NOK 42-69/share for Xplora. Our key assumptions in the DCF model are as follows:

- ABGSC estimates for 2025e-2028e
- Annual growth of 2%, 5%, or 8% for 2029e-2032e
- Long-term EBITDA margin of 12%, 14%, or 16% post 2028e
- Weighted average tax rate of 22%
- Capex grows with sales after 2028e
- Long-term terminal sales growth of 2.0%
- A weighted average cost of capital (WACC) of 11%

DCF model

DCF model											
	Α	BGSC es	stimates			Extrapo	olated		Terminal v	/alue	
NOKm	2025	2026	2027	2028	2029	2030	2031	2032	NOKm	2032	2033
B	4 077	0.007	0.005	0.500	0.740	0.054	0.007	0.447	D	0.447	0.040
Revenues	1,877	2,007	2,265	2,589	2,718	2,854	2,997	3,147	Revenues	3,147	3,210
Sales growth	131%	7%	13%	14%	5%	5%	5%	5%	Sales growth	5.0%	2.0%
EBITDA	217	247	308	386	381	400	420	441	EBITDA	441	449
EBITDA margin	12%	12%	14%	15%	14%	14%	14%	14%	EBITDA margin	14%	14%
D&A	-64	-53	-53	-53	-69	-73	-76	-80	D&A	-80	-82
EBIT	153	193	255	332	311	327	343	360	EBIT	360	368
Taxes paid	-22	-24	-38	-56	-68	- 72	-76	-79	Taxes paid	-79	-81
D&A	64	53	53	53	69	73	76	80	D&A	80	82
Ch. in working capital	58	28	38	38	15	16	17	17	Ch. in working capital	17	7
Leases	0	0	0	0	0	0	0	0	Leases	0	0
Operating cash flow	253	250	308	368	327	343	361	379	Operating cash flow	379	375
Capex	-61	-61	-63	-66	-69	-73	-76	-80	Capex	-80	-82
Free cash flow	192	189	244	302	258	271	284	299	Free cash flow	299	294
Discounted free cash flow		166	194	215	166	157	148	140	Terminal value		3,263
Valuation scenarios	1	2	3		Key figur	oc.			Key assumptions		
Sales growth rate ('29-'32e)	2%	5%	8%				IOKm)	313	Tax rate		22%
EBITDA margin post '28e	12%	14%	16%	,			45	Terminal growth		2.0%	
Implied value per share	42	54	69	Į.	Number C	n snaies	(111)	43	WACC		

Source: ABG Sundal Collier

Peer valuation

Trading below hardware peers on EV/EBITDA-capex

It is difficult to find good direct peers for Xplora. A focus on pure hardware companies could arguably undervalue Xplora's business model, which not only includes device sales but also offers a highly scalable and recurring service segment. Nevertheless, by looking at a set of Nordic hardware companies, we can at least get a sense of how Nordic investors value hardware-based businesses. We have also included two well-known international hardware peers: Garmin and Logitech.

Peer valuation - hardware companies

	Е	V / sale	es	EV /	gross p	rofit	E۱	/ / EBIT	DA	EV / E	BITDA -	capex	F	CF yiel	d	Sal	es grov	vth	EBI	TDA ma	ırgin
Company	2025e	2026e	2027e	2025e	2026e	2027e	2025e	2026e	2027e	2025e	2026e	2027e	2025e	2026e	2027e	2025e	2026e	2027e	2025e	2026e	2027e
Hardware companies																					
Electrolux	0.3x	0.3x	0.3x	1.9x	1.7x	1.5x	4x	4x	3x	8x	6x	5x	n/a	7%	9%	0%	2%	2%	7%	8%	8%
Fractal Gaming	1.4x	1.2x	1.1x	3.6x	3.3x	2.9x	12x	11x	9x	14x	13x	10x	4%	5%	6%	25%	8%	9%	11%	11%	13%
Garmin	6.7x	6.2x	5.5x	11.4x	10.6x	9.5x	24x	22x	20x	29x	26x	23x	2%	3%	3%	2%	7%	8%	28%	28%	28%
GN Store Nord	1.6x	1.4x	1.3x	2.8x	2.6x	2.4x	10x	9x	8x	21x	17x	14x	4%	4%	5%	-5%	5%	5%	15%	16%	17%
Husqvarna	0.7x	0.7x	0.6x	2.4x	2.2x	2.0x	5x	5x	4x	9x	7x	7x	11%	8%	9%	1%	3%	3%	13%	14%	14%
Logitech	3.5x	3.4x	3.2x	8.3x	7.7x	7.2x	21x	19x	18x	23x	21x	20x	4%	4%	5%	0%	4%	5%	17%	17%	18%
QleanAir	1.0x	0.8x	0.7x	1.5x	1.2x	1.0x	6x	4x	3x	n/a	n/a	n/a	n/a	n/a	n/a	10%	10%	10%	17%	20%	22%
Smartoptics	2.9x	2.3x	1.9x	5.9x	4.7x	3.8x	22x	14x	10x	25x	15x	11x	1%	3%	4%	13%	24%	22%	13%	16%	18%
Tobii	1.3x	1.5x	1.3x	1.7x	2.0x	1.8x	5x	7x	5x	5x	7x	5x	1%	n/a	n/a	8%	-3%	18%	27%	22%	28%
Zaptec	1.7x	1.3x	1.1x	4.1x	3.3x	2.9x	17x	11x	8x	21x	13x	10x	10%	6%	8%	21%	20%	12%	10%	12%	13%
Average	2.1x	1.9x	1.7x	4.4x	3.9x	3.5x	13x	10x	9x	17x	14x	12x	5%	5%	6%	7%	8%	10%	16%	17%	18%
Median	1.5x	1.4x	1.2x	3.2x	2.9x	2.6x	11x	10x	8x	21x	13x	10x	4%	4%	5%	5%	6%	9%	14%	16%	18%
Xplora (ABGSCe)	1.2x	1.1x	0.9x	2,4x	2.1x	1.7x	10x	9x	6x	15x	12x	8x	2%	6%	9%	131%	7%	13%	12%	12%	14%
Above/below (median)	17%	23%	29%	25%	27%	34%	-6%	-11%	-21%	-30%	-9%	-19%	-2pp	2pp	4pp	126pp	1pp	4pp	-3pp	-4pp	-4pp

Source: ABG Sundal Collier, FactSet

Most relevant peers: Fractal Gaming, GN Store Nord, and Zaptec

To narrow down a more relevant peer group, we have compared our selected peers across several metrics in the table below. Based on this comparison, we deem Fractal Gaming, GN Store Nord, and Zaptec as the most relevant peers. A key advantage of this peer group is that GN Store Nord, and Zaptec also include some recurring service revenues in their product portfolios. However, both the current share and future prospects for recurring revenues in Xplora's business model should, all else equal, point to a higher valuation for Xplora.

Comparison and ranking of Xplora peers on key metrics

	M.cap <i>NOKm</i>	EV NOKm	Gross margin 2024	Sales growth '21-'24	EBITDA margin 2024	Rule of 40 '21-'24	Country Stock listed	Customer group B2C vs. B2B	Relevance Low/Med/High
Hardware compa	anies								
Electrolux	15,118	43,458	15%	5%	6%	11%	Sweden	B2C	Low
Fractal Gaming	1,263	1,210	40%	16%	12%	28%	Sweden	B2C	Med
Garmin	492,214	475,224	59%	17%	28%	45%	US	B2C	Low
GN Store Nord	27,514	41,550	53%	10%	16%	25%	Denmark	B2C & B2B	Med
Husqvarna	25,530	36,123	30%	3%	12%	16%	Sweden	B2C	Low
Logitech	180,773	166,323	44%	-3%	17%	14%	Switzerland & US	B2B	Low
QleanAir	362	515	65%	2%	10%	12%	Sweden	B2B	Low
Smartoptics	2,059	2,013	48%	15%	11%	25%	Norway	B2B	Low
Tobii	875	1,266	80%	0%	12%	12%	Sweden	B2B	Low
Zaptec	2,801	2,544	39%	37%	4%	42%	Norway	B2C & B2B	Med
Xplora	1,954	2,267	50%	24%	9%	32%	Norway	B2C	

Source: ABG Sundal Collier, FactSet

Trading below key peers on EV/EBITDA-capex

Peer valuation - most relevant peers

	Е	V / sale	es	EV / gross profit		E۱	/ / EBIT	DA	EV/E	BITDA -	capex	F	CF yiel	d	Sal	es grov	wth	EBI	TDA ma	ırgin	
Company	2025e	2026e	2027e	2025e	2026e	2027e	2025e	2026e	2027e	2025e	2026e	2027e	2025e	2026e	2027e	2025e	2026e	2027e	2025e	2026e	2027e
Most relevant peers																					
Fractal Gaming	1.4x	1.2x	1.1x	3.6x	3.3x	2.9x	12x	11x	9x	14x	13x	10x	4%	5%	6%	25%	8%	9%	11%	11%	13%
GN Store Nord	1.6x	1.4x	1.3x	2.8x	2.6x	2.4x	10x	9x	8x	21x	17x	14x	4%	4%	5%	-5%	5%	5%	15%	16%	17%
Zaptec	1.7x	1.3x	1.1x	4.1x	3.3x	2.9x	17x	11x	8x	21x	13x	10x	10%	6%	8%	21%	20%	12%	10%	12%	13%
Average	1.5x	1.3x	1.2x	3.5x	3.1x	2.7x	13x	10x	8x	19x	14x	11x	6%	5%	6%	13%	11%	9%	12%	13%	14%
Median	1.6x	1.3x	1.1x	3.6x	3.3x	2.9x	12x	11x	8x	21x	13x	10x	4%	5%	6%	21%	8%	9%	11%	12%	13%
Xplora (ABGSCe)	1.2x	1.1x	0.9x	2.4x	2.1x	1.7x	10x	9x	6x	15x	12x	8x	2%	6%	9%	131%	7%	13%	12%	12%	14%
Above/below (median)	-23%	-19%	-23%	-32%	-34%	-40%	-12%	-18%	-25%	-30%	-9%	-19%	-3pp	2pp	3рр	110pp	-1pp	4pp	0рр	0рр	0рр

Source: ABG Sundal Collier, FactSet

Income Statement (NOKm)	2018	2019	2020	2021	2022	2023	2024	2025e	2026e	2027e
Sales	0	61	200	431	502	689	813	1,877	2,007	2,265
COGS	0	-57	-141	-235	-268	-357	-408	-942	-1,010	-1,137
Gross profit	0	4	60	196	234	332	406	935	997	1,128
Other operating items	0	-49	-71	-177	-271	-299	-334	-718	-750	-819
EBITDA	0	-45	-11	19	-37	34	72	217	247	308
Depreciation and amortisation	0	-1	-2	-6	-10	-16	-22	-60	-53	-53
of which leasing depreciation	0	0	0	0	0	0	0	0	0	0
EBITA	0	-46	-13	13	-46	17	50	157	193	255
EO Items	0	0	0	0	0	0	0	0	0	0
Impairment and PPA amortisation	0	0	0	-28	-41	-40	-38	-5	0	0
EBIT	0	-46	-13	-15	-88	-23	12	153	193	255
Net financial items	0	-5	5	0	-0	-7	-15	-179	-82	-81
Pretax profit	0	-51	-9	-14	-88	-30	-2	-26	111	174
Tax	0	0	0	0	11	8	-4	-22	-24	-38
Net profit	0	-51	-9	-14	-77	-21	-6	-48	86	136
Minority interest	0	0	0	0	0	0	0	-8	-7	-13
Net profit discontinued	0	0	0	0	0	0	0	0	0	0
Net profit to shareholders	0	- 51	- 9	-14	- 77	- 21	- 6	- 56	80	123
EPS	0.00 0.00	0.00	0.00	-0.36 0.34	-1.86	-0.48 0.44	-0.13	-1.26	1.78	2.76
EPS adj.		0.00			-0.87		0.72	-1.16	1.78	2.76
Total extraordinary items after tax	0	0	0	0	0	0	0	0	0	0
Leasing payments	0	0 0.0	0 0.0	0 0.0	0 12.0	0 27.9	-151.8	-81.8	0 22.0	22.0
Tax rate (%)		6.0	29.9	0.0 45.4	12.0 46.6	27.9 48.2	-151.8 49.9	-81.8 49.8	22.0 49.7	49.8
Gross margin (%)		-73.5	-5.5	45.4 4.4	-7.3	40.2 4.9	8.8	49.6 11.6	49.7 12.3	49.6 13.6
EBITDA margin (%)		-73.5 -75.9	-5.5 -6.6	4.4 3.0	-7.3 -9.2	4.9 2.5	6.0 6.1	8.4	9.6	13.0
EBITA margin (%)		-75.9 -75.9	-6.6	-3.4	-9.2 -17.5	-3.3	1.5	8.4 8.1	9.6 9.6	11.3
EBIT margin (%) Pre-tax margin (%)		-73.3 -83.7	-0.0 -4.3	-3.3	-17.5 -17.5	-4.3	-0.3	-1.4	5.5	7.7
Net margin (%)		-83.7	-4.3	-3.3	-17.3 -15.4	- 1 .5	-0.7	-7. 4 -2.6	4.3	6.0
Growth Rates y-o-y		-00.7	-7.5	-0.0	-10.4	-0.1	-0.7	-2.0	7.5	- 0.0
Sales growth (%)			228.1	115.2	16.4	37.3	18.0	130.7	6.9	12.9
EBITDA growth (%)			-75.6	-275.1	-290.8	-192.1	113.4	202.3	13.5	25.1
EBITA growth (%)			-71.6	-199.4	-454.5	-137.5	185.9	216.6	22.7	32.0
EBIT growth (%)			-71.6	10.5	nm	-73.9	-153.3	nm	26.4	32.0
Net profit growth (%)			-83.2	64.8	445.5	-72.4	-72.4	711.4	-280.2	57.2
EPS growth (%)					nm	-73.9	-72.4	nm	nm	54.7
Profitability	_	-		-	-	-	_	-	-	
ROE (%)			-13.5	-5.4	-20.6	-6.2	-1.7	-15.8	19.1	22.8
ROE adj. (%)			-13.5	5.1	-9.6	5.5	9.2	-14.5	19.1	22.8
ROCE (%)			-11.3	-4.9	-21.5	-7.4	-0.6	-2.8	7.4	10.7
ROCE adj. (%)			-11.3	4.6	-11.4	2.7	8.3	-2.3	7.4	10.7
ROIC (%)			-75.5	8.0	-13.0	4.1	52.9	61.7	21.2	29.1
ROIC adj. (%)			-75.5	8.0	-13.0	4.1	52.9	61.7	21.2	29.1
Adj. earnings numbers	-	-	-	-	-	-	-	-	-	
EBITDA adj.	0	-45	-11	19	-37	34	72	217	247	308
EBITDA adj. margin (%)		-73.5	-5.5	4.4	-7.3	4.9	8.8	11.6	12.3	13.6
EBITDA lease adj.	0	-45	-11	19	-37	34	72	217	247	308
EBITDA lease adj. margin (%)		-73.5	-5.5	4.4	-7.3	4.9	8.8	11.6	12.3	13.6
EBITA adj.	0	-46	-13	13	-46	17	50	157	193	255
EBITA adj. margin (%)		-75.9	-6.6	3.0	-9.2	2.5	6.1	8.4	9.6	11.3
EBIT adj.	0	-46	-13	-15	-88	-23	12	153	193	255
EBIT adj. margin (%)		-75.9	-6.6	-3.4	-17.5	-3.3	1.5	8.1	9.6	11.3
Pretax profit Adj.	0	-51	-9	13	-47	11	35	-22	111	174
Net profit Adj.	0	-51	-9	13	-36	19	32	-43	86	136
Net profit to shareholders adj.	0	-51	-9	13	-36	19	32	-52	80	123
Net adj. margin (%)		-83.7	-4.3	3.1	-7.2	2.7	3.9	-2.3	4.3	6.0
Source: ABG Sundal Collier, Company	y Data									
Cash Flow (NOKm)	2018	2019	2020	2021	2022	2023	2024	2025e	2026e	2027e
EBITDA	0	-45	-11	19	-37	34	72	217	247	308
Net financial items	0	-5	5	0	-0	-7	-15	-179	-82	-81
Paid tax	0	0	0	0	0	0	0	0	0	0
Non-cash items	0	0	-18	-2	-5	4	0	0	0	-27
Cash flow before change in WC	0	-50	-24	17	-42	31	57	38	164	201
Change in working capital	0	50	-7	-45	-15	30	41	58	28	38
							•			

Cash Flow (NOKm)	2018	2019	2020	2021	2022	2023	2024	2025e	2026e	2027e
Operating cash flow	0	0	-31	-28	-57	62	98	96	192	238
Capex tangible fixed assets	0	0	0	0	0	0	0	0	0	0
Capex intangible fixed assets	0	0	-3	-12	-38	-24	-20	-61	-61	-63
Acquisitions and Disposals	0	0	0	-77	-20	0	0	-484	0	0
Free cash flow	0	0	-34	-117	-115	38	78	-449	131	175
Dividend paid	0	0	0	0	0	0	0	0	0	0
Share issues and buybacks	0	0	95	147	16	18	0	-10	0	0
Leasing liability amortisation	0	0	0	0	0	0	0	0	0	0
Other non-cash items	0	0	33	-14	0	0	0	-153	0	0
Balance Sheet (NOKm)	2018	2019	2020	2021	2022	2023	2024	2025e	2026e	2027e
Goodwill	0	0	0	170	155	138	119	456	456	456
Other intangible assets	0	0	7	79	82	80	59 1	380	387	397
Tangible fixed assets	0 0	0 0	0 0	1 0	2 0	1 0	0	23 48	23 48	23 48
Right-of-use asset Total other fixed assets	0	0	0	0	4	7	6	13	8	6
Fixed assets	0	0	7	250	243	226	185	919	922	929
Inventories	0	0	24	82	96	108	81	262	249	230
Receivables	0	0	43	104	118	75	77	223	209	191
Other current assets	0	0	0	0	0	0	0	0	0	0
Cash and liquid assets	0	0	118	140	50	137	235	724	855	1,030
Total assets	0	0	192	577	508	547	578	2,129	2,234	2,379
Shareholders equity	0	0	128	401	351	338	349	363	469	613
Minority	0	0	0	0	0	0	0	0	0	0
Total equity	0	0	128	401	351	338	349	363	469	613
Long-term debt	0	0	25	30	38	70	90	1,037	1,037	1,037
Pension debt	0	0	0	0	0	0	0	0	0	0
Convertible debt	0	0	0	0	0	0	0	0	0	0
Leasing liability	0	0	0	0	0	0	0	48	48	48
Total other long-term liabilities	0	0	0	0	0	0	0	106	106	106
Short-term debt	0	0	0	0	0	0	0	0	0	0
Accounts payable	0	0	20	36	41	47	49	0	0	0
Other current liabilities	0 0	0 0	20 192	110 577	78 508	92 547	90 578	574 2,129	574 2,234	574 2,379
Total liabilities and equity Net IB debt	0	0	-93	-110	-12	-68	-146	361	230	2,379 55
Net IB debt excl. pension debt	0	0	-93	-110	-12	-68	-146	361	230	55 55
Net IB debt excl. leasing	0	0	-93	-110	-12	-68	-146	313	182	8
Capital employed	0	0	153	431	389	408	438	1,448	1,554	1,698
Capital invested	0	0	35	291	338	270	203	724	699	669
Working capital	0	0	28	40	95	44	18	-89	-116	-154
EV breakdown	-	-	-	-	-	-	-	-	-	_
Market cap. diluted (m)	0	0	0	1,743	1,825	1,934	1,934	1,954	1,954	1,954
Net IB debt adj.	0	0	-93	-110	-12	-68	-146	313	182	8
Market value of minority	0	0	0	0	0	0	0	0	0	0
Reversal of shares and	0	0	0	0	0	0	0	0	0	0
participations										
Reversal of conv. debt assumed equity	-	-	-	-	-	-	-	-	-	-
EV	0	0	-93	1,633	1,812	1,867	1,789	2,267	2,136	1,962
Total assets turnover (%)			208.3	112.2	92.6	130.7	144.6	138.7	92.0	98.2
Working capital/sales (%)		0.0	6.9	7.9	13.5	10.1	3.8	-1.9	-5.1	-6.0
Financial risk and debt service	-	-	-	-	-	-		-	-	
Net debt/equity (%)			-72.8	-27.4	-3.4	-20.0	-41.7	99.3	49.1	9.0
Net debt / market cap (%)				-6.3	-0.7	-3.5	-7.5	18.5	11.8	2.8
Equity ratio (%)			66.5	69.6	69.0	61.8	60.3	17.1	21.0	25.8
Net IB debt adj. / equity (%)			-72.8	-27.4	-3.4	-20.0	-41.7	86.2	38.9	1.2
Current ratio			4.70	2.23	2.22	2.30	2.81	2.11	2.29	2.52
EBITDA/net interest										
Net IB debt/EBITDA (x)		0.0	8.5	-5.7	0.3	-2.0	-2.0	1.7	0.9	0.2
Net IB debt/EBITDA lease adj. (x)		0.0	8.5	-5.7	0.3	-2.0	-2.0	1.4	0.7	0.0
Interest coverage										
Source: ABG Sundal Collier, Company D	Data									
Share Data (NOKm)	2018	2019	2020	2021	2022	2023	2024	2025e	2026e	2027e
Actual shares outstanding	0	0	0	40	42	44	44	45	45	45
Actual shares outstanding (avg)	0	0	0	40	42	44	44	45	45	45
							•			

Share Data (NOKm)	2018	2019	2020	2021	2022	2023	2024	2025e	2026e	2027e
All additional shares	0	0	0	40	2	3	0	0	0	0
Issue month	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Assumed dil. of shares from conv.	0	0	0	0	0	0	0	0	0	0
As. dil. of shares from conv. (avg)	0	0	0	0	0	0	0	0	0	0
Conv. debt not assumed as equity	0	0	0	0	0	0	0	0	0	0
No. of warrants	0	0	0	0	0	0	0	0	0	0
Market value per warrant	0	0	0	0	0	0	0	0	0	0
Dilution from warrants	0	0	0	0	0	0	0	0	0	0
Issue factor	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0
Actual dividend per share	0.00	0.00	0.00	0.00	0.00	-0.00	0.00	0.00	0.00	0.00
Reported earnings per share	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

Source: ABG Sundal Collier, Company Data

Valuation and Ratios (NOKm)	2018	2019	2020	2021	2022	2023	2024	2025e	2026e	2027e
Shares outstanding adj.	0	0	0	40	42	44	44	45	45	45
Diluted shares adj.	0	0	0	40	42	44	44	45	45	45
EPS	0.00	0.00	0.00	-0.36	-1.86	-0.48	-0.13	-1.26	1.78	2.76
Dividend per share	0.00	0.00	0.00	0.00	0.00	-0.00	0.00	0.00	0.00	0.00
EPS adj.	0.00	0.00	0.00	0.34	-0.87	0.44	0.72	-1.16	1.78	2.76
BVPS	0.00	0.00	0.00	3.22	9.63	7.94	7.65	7.81	8.15	10.51
BVPS adj.	0.00	0.00	0.00	3.82	2.72	2.71	3.85	-10.58	-8.39	-5.37
Net IB debt/share	0.00	0.00	0.00	-2.76	-0.29	-1.53	-3.30	7.02	4.09	0.17
Share price	43.80	43.80	43.80	43.80	43.80	43.80	43.80	43.80	43.80	43.80
Market cap. (m)	0	0	0	1,743	1,825	1,934	1,934	1,954	1,954	1,954
Valuation	-	-	-	-	-	-	-	-	-	-
P/E (x)				nm	nm	nm	nm	nm	24.6	15.9
EV/sales (x)		0.0	-0.5	3.8	3.6	2.7	2.2	1.2	1.1	0.9
EV/EBITDA (x)		0.0	8.5	85.2	-49.6	55.4	24.9	10.4	8.7	6.4
EV/EBITA (x)		0.0	7.1	124.8	-39.1	107.3	36.0	14.4	11.1	7.7
EV/EBIT (x)		0.0	7.1	-112.3	-20.7	-81.6	146.7	14.8	11.1	7.7
Dividend yield (%)	0.0	0.0	0.0	0.0	0.0	-0.0	0.0	0.0	0.0	0.0
FCF yield (%)	0.0	0.0	0.0	-6.7	-6.3	1.9	4.0	-23.0	6.7	8.9
Le. adj. FCF yld. (%)	0.0	0.0	0.0	-6.7	-6.3	1.9	4.0	-23.0	6.7	8.9
P/BVPS (x)				13.62	4.55	5.52	5.73	5.60	5.38	4.17
P/BVPS adj. (x)	43.80	43.80	43.80	7.54	9.31	9.69	8.43	-21.14	149.69	12.40
P/E adj. (x)				nm	nm	nm	61.2	nm	24.6	15.9
EV/EBITDA adj. (x)		0.0	8.5	85.2	-49.6	55.4	24.9	10.4	8.7	6.4
EV/EBITA adj. (x)		0.0	7.1	124.8	-39.1	107.3	36.0	14.4	11.1	7.7
EV/EBIT adj. (x)		0.0	7.1	-112.3	-20.7	-81.6	146.7	14.8	11.1	7.7
EV/CE (x)			-0.6	3.8	4.7	4.6	4.1	1.6	1.4	1.2
Investment ratios	-	-	-	-	-	-	-	-	-	-
Capex/sales (%)		0.0	1.7	2.8	7.6	3.5	2.5	3.2	3.0	2.8
Capex/depreciation		0.0	1.6	2.0	3.9	1.5	0.9	1.0	1.1	1.2
Capex tangibles / tangible fixed assets			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Capex intangibles / definite intangibles										
Depreciation on intang / def. intang										
Depreciation on tangibles / tangibles			531.5	548.9	496.6	1,118.1	2,328.7	262.9	234.8	234.8

Analyst Certification

We, ABGSC IT Research, Øystein Elton Lodgaard and Herman Caspersen, analyst(s) with ABG Sundal Collier ASA, ABG Sundal Collier Denmark, filial af ABG Sundal Collier ASA, Norge, ABG Sundal Collier AB and/or ABG Sundal Collier Limited (hereinafter collectively referred to as "ABG Sundal Collier"), and the author(s) of this report, certify that not withstanding the existence of any such potential conflicts of interests referred to below, the views expressed in this report accurately reflect my/ our personal view about the companies and securities covered in this report. I/We further certify that I/We has/have not been, nor am/are or will be, receiving direct or indirect compensation related to the specific recommendations or views contained in this report.

This report is produced by ABG Sundal Collier, which may cover companies either in accordance with legal requirements designed to promote the independence of investment research ("independent research") or as commissioned research. Commissioned research is paid for by the subject company. As such, commissioned research is deemed to constitute an acceptable minor non-monetary benefit (i.e., not investment research) as defined in MiFID II.

Analyst valuation methods

ABG Sundal Collier analysts may publish valuation ranges for stocks covered under Company Sponsored Research. These valuation ranges rely on various valuation methods. One of the most frequently used methods is the valuation of a company by calculation of that company's discounted cash flow (DCF). Another valuation method is the analysis of a company's return on capital employed relative to its cost of capital. Finally, the analysts may analyse various valuation multiples (e.g. the P/E multiples and the EV/EBITDA multiples) relative to global industry peers. In special cases, particularly for property companies and investment companies, the ratio of price to net asset value is considered. Valuation ranges may be changed when earnings and cash flow forecasts are changed. They may also be changed when the underlying value of a company's assets changes (in the cases of investment companies, property companies or insurance companies) or when factors impacting the required rate of return change.

Expected updates

ABGSC has no fixed schedule for updating its research reports. Unless expressly stated otherwise, ABGSC expects (but does not undertake) to issue updates when considered necessary by the research department, for example following the publication of new figures or forecasts by a company or in the event of any material news on a company or its industry.

Important Company Specific Disclosure

The following disclosures relate to the relationship between ABG Sundal Collier and its affiliates and the companies covered by ABG Sundal Collier referred to in this research report.

Unless disclosed in this section, ABG Sundal Collier has no required regulatory disclosures to make in relation to an ownership position for the analyst(s) and members of the analyst's household, ownership by ABG Sundal Collier, ownership in ABG Sundal Collier by the company(ies) to whom the report(s) refer(s) to, market making, managed or co-managed public offerings, compensation for provision of certain services, directorship of the analyst, or a member of the analyst's household, or in relation to any contractual obligations to the issuance of this research report.

ABG Sundal Collier has undertaken a contractual obligation to issue this report and receives predetermined compensation from the company covered in this report.

ABG Sundal Collier is not aware of any other actual, material conflicts of interest of the analyst or ABG Sundal Collier of which the analyst knows or has reason to know at the time of the publication of this report.

Production of report: 10/9/2025 05:47.

All prices are as of market close on 8 October, 2025 unless otherwise noted.

Disclaimer

This report has been prepared by ABG Sundal Collier ASA, ABG Sundal Collier Denmark, filial af ABG Sundal Collier ASA, Norge, ABG Sundal Collier AB and/or ABG Sundal Collier Limited and any of their directors, officers, representatives and employees (hereinafter collectively referred to as "ABG Sundal Collier"). This report is not a product of any other affiliated or associated companies of any of the above entities.

This report is provided solely for the information and use of professional investors, who are expected to make their own investment decisions without undue reliance on this report. The information contained herein does not apply to, and should not be relied upon by, retail clients. This report is for distribution only under such circumstances as may be permitted by applicable law. Research reports prepared by ABG Sundal Collier are for information purposes only. The recommendation(s) in this report is (are) has/ have no regard to specific investment objectives and the financial situation or needs of any specific recipient. ABG Sundal Collier and/or its affiliates accepts no liability whatsoever for any losses arising from any use of this report or its contents. This report is not to be used or considered as an offer to sell, or a solicitation of an offer to buy. The information herein has been obtained from, and any opinions herein are based upon, sources believed reliable, but ABG Sundal Collier and/or its affiliates make no representation as to its accuracy or completeness and it should not be relied upon as such. All opinions and estimates herein

reflect the judgment of ABG Sundal Collier on the date of this report and are subject to change without notice. Past performance is not indicative of future results.

The compensation of our research analysts is determined exclusively by research management and senior management, but not including investment banking management. Compensation is not based on specific investment banking revenues, however, it is determined from the profitability of the ABG Sundal Collier group, which includes earnings from investment banking operations and other business. Investors should assume that ABG Sundal Collier ASA, ABG Sundal Collier Denmark, filial af ABG Sundal Collier ASA, Norge and/or ABG Sundal Collier AB is seeking or will seek investment banking or other business relationships with the companies in this report.

The research analyst(s) responsible for the preparation of this report may interact with trading desk and sales personnel and other departments for the purpose of gathering, synthesizing and interpreting market information. From time to time, ABG Sundal Collier and/or its affiliates and any shareholders, directors, officers, or employees thereof may (I) have a position in, or otherwise be interested in, any securities directly or indirectly connected to the subject of this report, or (II) perform investment banking or other services for, or solicit investment banking or other services from, a company mentioned in this report. ABG Sundal Collier and/or its affiliates rely on information barriers to control the flow of information contained in one or more areas of ABG Sundal Collier, into other areas, units, groups or affiliates of ABG Sundal Collier.

Norway: ABG Sundal Collier ASA is regulated by the Financial Supervisory Authority of Norway (Finanstilsynet)

Denmark: ABG Sundal Collier Denmark, filial af ABG Sundal Collier ASA, Norge, is regulated by the Financial Supervisory Authority of Norway (Finanstilsynet) and the Danish Financial Supervisory Authority (Finanstilsynet)

Sweden: ABG Sundal Collier AB is regulated by the Swedish Financial Supervisory Authority (Finansinspektionen)

UK: This report is a communication made, or approved for communication in the UK, by ABG Sundal Collier Limited, authorised and regulated by the Financial Conduct Authority in the conduct of its business.

US: This report is being distributed in the United States (U.S.) in accordance with FINRA Rule 1220 by ABG Sundal Collier Inc., an SEC registered broker-dealer and a FINRA/SIPC member which accepts responsibility for its content and its compliance with FINRA Rule 2241. Research reports distributed in the U.S. are intended solely for "major U.S. institutional investors," and "U.S. institutional investors" as defined under Rule 15a-6 of the Securities Exchange Act of 1934 and any related interpretive guidance and no-action letters issued by the Staff of the U.S. Securities and Exchange Commission ("SEC") collectively ("SEC Rule 15a-6"). Each major U.S. institutional investor and U.S. institutional investor that receives a copy of this research report, by its acceptance of such report, represents that it agrees that it will not distribute this research report to any other person. This communication is only intended for major U.S. institutional investors and U.S. institutional investors. Any person which is not a major U.S. institutional investor, or a U.S. institutional investor as covered by SEC Rule 15a-6 must not rely on this communication. The delivery of this research report to any person in the U.S. is not a recommendation to effect any transactions in the securities discussed herein, or an endorsement of any opinion expressed herein. Any major U.S. institutional investor or U.S. institutional investor receiving this report which wishes to effect transactions in any securities referred to herein should contact ABG Sundal Collier Inc., not its affiliates. Further information on the securities referred to herein may be obtained from ABG Sundal Collier Inc., on request.

Singapore: This report is distributed in Singapore by ABG Sundal Collier Pte. Ltd, which is not licensed under the Financial Advisors Act (Chapter 110 of Singapore). In Singapore, this report may only be distributed to institutional investors as defined in Section 4A(1)(c) of the Securities and Futures Act (Chapter 289 of Singapore) ("SFA"), and should not be circulated to any other person in Singapore.

Canada: This report is being distributed by ABG Sundal Collier ASA in Canada pursuant to section 8.25 of National Instrument 31-103 or an equivalent provision and has not been tailored to the needs of any specific investor in Canada. The information contained in this report is not, and under no circumstances is to be construed as, a prospectus, an advertisement, a public offering or an offer to sell the securities described herein, in Canada or any province or territory thereof. No securities commission or similar regulatory authority in Canada has reviewed or considered this report, the information contained herein or the merits of the securities described herein and any representation to the contrary is an offence. Under no circumstances is this report to be construed as an offer to sell such securities or as a solicitation of an offer to buy such securities in any jurisdiction of Canada. Any offer or sale of the securities described herein in Canada may only be made in accordance with applicable securities laws and only by a dealer properly registered under such securities laws, or alternatively, pursuant to an applicable dealer registration exemption, in the Canadian jurisdiction in which such offer or sale is made.

This report may not be reproduced, distributed, or published by any recipient for any purpose whatsoever without the prior written express permission of ABG Sundal Collier.

Additional information available upon request. If reference is made in this report to other companies and ABG Sundal Collier provides research coverage for those companies, details regarding disclosures may be found on our website www.abgsc.com.

© Copyright 2025 ABG Sundal Collier ASA

Norway

Ruseløkkveien 26, 8th floor 0251 Oslo Norway

Tel: +47 22 01 60 00

Fax: +47 22 01 60 60

Denmark

Forbindelsesvej 12, 2100 Copenhagen Denmark Tel: +45 35 46 61 00

Fax: +45 35 46 61 10

Sweden

Regeringsgatan 25, 8th floor 111 53 Stockholm Sweden

Tel: +46 8 566 286 00 Fax: +46 8 566 286 01

United Kingdom

10 Paternoster Row, 5th floor London EC4M 7EJ

Tel: +44 20 7905 5600 Fax: +44 20 7905 5601

USA

140 Broadway, Suite 4604 New York, NY 10005 USA Tel. +1 212 605 3800 Fax. +1 212 605 3801

Singapore 10 Collyer Quay Ocean Financial Center #40-07, Singapore 049315 Tel +65 6808 6082

Germany

Schillerstrasse 2, 5. OG 60313 Frankfurt Germany Tel +49 69 96 86 96 0 Fax +49 69 96 86 96 99

Switzerland

ABG Sundal Collier AG Representative Office Schwanenplatz 4 6004 Lucerne Switzerland Tel +41 79 502 33 39